RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 27, 1997

RJR Account #154180
Mr. J. Derigo
DERIGO SALES

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear John:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **90** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	2
12300-15312	*FF 100*	1
12300-15112	*Light King*	2
12300-15212	*Light 100*	1

Product / Premium Arrival: **March 24, 1997**

Ship Date to Retail: **Week of: March 31, 1997**

Lighters: (Item #521573)

SKU CUBE: **1.1490**

SKU WT (w/o Product): **4.1900 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$3,156.07**

Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/myym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$168.00 (6 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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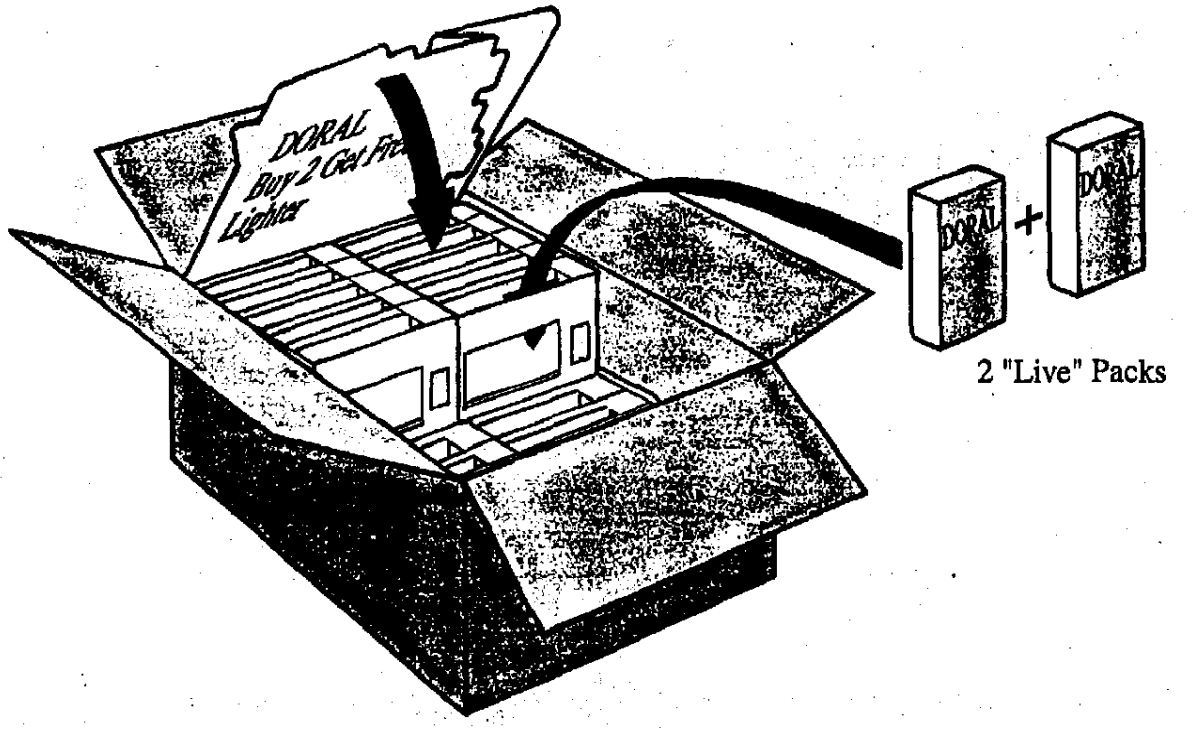
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14202	1				(716)882-2733
162602		715443	SHOP EXPRESS FOOD	1 MARINE DR	BUFFALO	NY	14202	1				(716)852-7428
162603		128482	DIAMOND OIL	1069 WALDEN AVENU	BUFFALO	NY	14204	1				(716)892-5029
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	1		1260-0000		(716)824-0438
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	1		1260-0000		(716)627-7319
162603	162625	641572	E. FERRY CLOVER FAR	436 E. FERRY & WO	BUFFALO	NY	14204	1				(716)885-9238
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	1		1260-0000		(716)826-8121
162601	162629	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716)871-1665
162602	162629	397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	1				(716)896-0317
162603	162625	396994	B-KWIK MKT #66	1989 SENECA ST	BUFFALO	NY	14210	1		1435-0000		(716)824-1124
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	3				(716)828-1160
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	1				(716)822-1651
162602	162629	615954	RIGHT PRICE MARKET	1351 KENSINGTON A	BUFFALO	NY	14215	1				(716)836-1417
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)886-5498
162602	162629	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1		0362-0102		(716)631-0009
162602	162629	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	2				(716)836-6223
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	2				(716)824-6137
162603	162625	396973	PARKSIDE DRUG	975 BROADWAY ST	BUFFALO	NY	14212	3				(716)895-8811
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1				(716)855-3828
162603	162625	522920	HAPPY CORNER STORE	505 S. PARK AVE.	BUFFALO	NY	14204	1				(716)853-2158
162603	162625	669476	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY	14218	1				(716)825-8446
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	2				(716)826-6199
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	2				(716)894-4900
162603	162625	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716)855-0243
162603	162625	655757	LOVEJOY FOOD & BEVE	1196 E LOVEJOY	BUFFALO	NY	14206	1			154180	(716)892-7413
162606	162623	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	5				(716)366-4909
162602	162622	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANSVILLE	NY	14026	1				(716)684-0333
162602		128927	GRIDER FOOD MARKET	389 GRIDER ST	BUFFALO	NY	14215	1				(716)894-6286
162601	162629	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1				(716)836-3616
162601		714672	FAST CONVENIENT FOO	410 HINDS ST	TONAWANDA	NY	14150	1				(716)694-7130
162601		764456	HOLLY FARMS	424 PEARL ST	BUFFALO	NY	14202	1				
162603	162625	641384	M&A FOOD MARKET	473 JEFFERSON AVE	BUFFALO	NY	14204	1				(716)855-0077
162603	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1				(716)842-8880
162601	162626	744008	PARKSIDE MARKET INC	1150 SHERIDAN DR	TONAWANDA	NY	14150	1				(716)447-9169
162602	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	2				(716)834-1087
162602	162629	674960	CONVENIENT FOOD	364 EGGERT RD	BUFFALO	NY	14215	1				(716)833-2150
162602	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716)892-4669
162601	162626	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1		0990-0000		(716)691-7655
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716)877-9823
162601	162625	496766	ALLENTOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1				(716)881-5748
162601	162629	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716)877-4440
162602	162629	525296	ARTS MOBIL #08435	2633 GENESEE ST	BUFFALO	NY	14225	1				(716)896-8860

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WORKPLAN VAP TEMPLATE LISTING

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	576389	FAMILY CORNER STORE	380 CONNECTICUT S	BUFFALO	NY	14213	1				(716)886-4970
162601		597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	1				(716)886-9032
162601	162626	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716)743-0919
162601	162626	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS			(716)692-7017
162601	162629	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS		LIE0897	(716)873-6153
162601	162622	317286	LINCOLN PK.PHRM.432	540 NIA. FALLS BL	BUFFALO	NY	14223	1	NYS			(716)832-7800
162601	162626	398795	B&B CIGAR STORE	2006 MAIN ST	NIAGARA FALLS	NY	14305	1	NYS			(716)282-1185
162601	162629	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS			(716)875-5363
162602	162622	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS			(716)735-7066
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS		CHA0104	(716)735-7511
162601	162622	128934	KENYON #778/DYNAWAS	2905 MAIN ST	NEWFANE	NY	14108	1	NYS	1895-0000		(716)778-7899
162602	162629	396913	DEXTER DRUG	1453 JEFFERSON AV	BUFFALO	NY	14208	1	NYS			(716)885-7878
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	1	NYS	1260-0000	STA3856	(716)649-5930
162606		764775	SADO GAS #13	GAS N GO	DERBY	NY	14047	1	NYS		GAS4101	(716)947-5199
162603	162625	128582	BUZZ N BEE(PRIN-SEN	2097 SENECA ST	BUFFALO	NY	14210	2	NYS		PRI2097	(716)825-5372
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	1	NYS	1260-0000	GAS4100	(716)675-2788
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	1	NYS	1260-0000	GAS0001	(716)897-2781
162603		324641	FAST SERVICE DELI	291 JEFFERSON AVE	BUFFALO	NY	14204	1	NYS			(716)847-2140
162603	162629	397924	CFM #33-017	3470 WALDEN AVE	DEPEW	NY	14043	1	NYS	0990-0000		(716)683-2514
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	GAS0363	(716)825-6484
162603	162623	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	1	NYS	1260-0000	GAS4101	(716)627-3401
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	1	NYS	1260-0000	STO0166	(716)856-5687
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716)627-2170
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	1	NYS	1260-0000	YOR1225	(716)492-5722
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS			(716)882-3755
162601	162626	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS			(716)874-9774
162601	162622	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	1	NYS	1260-0000	SAD0089	(716)434-1184
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS		PRI0326	(716)885-2887
162601	162626	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FALLS	NY	14304	1	NYS	1260-0000	SAD0089	(716)297-9338

PAGE BREAK TOTAL ACCOUNTS 71 TOTAL QUANTITY 87

TEMPLATE TOTAL ACCOUNTS 71 TOTAL QUANTITY 87

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GMCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 154180
VOUCHER NUMBER: 15347683
DATE WRITTEN: 03/25/97
STATUS: PAID
AMOUNT PAID: 168.00

DERIGO SALES, INC
3780 HARLEM RD
BUFFALO , NY 14215

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	6.00	168.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/CA

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